

# Urban and Non-Urban Quit Line Data Summary

January 1 - December 31, 2005

	Urban	Non-Urban	State
<b>Number of Valid Calls to Quit Line<sup>1</sup></b>	<b>N = 13,711</b>	<b>N = 4,347</b>	<b>N = 22,126</b>
<b>Percent of Statewide Calls</b>	75.9%	24.1%	100.0%
	<b>Urban %</b>	<b>Non-Urban %</b>	<b>State %</b>
<b>Gender</b>	<b>N = 13,552</b>	<b>N = 4,296</b>	<b>N = 18,971</b>
Female	60.8%	64.8%	61.5%
Male	39.2%	35.2%	38.5%
<b>Race/Ethnicity</b>	<b>N = 12,877</b>	<b>N = 4,111</b>	<b>N = 17,146</b>
People of Color	17.0%	11.2%	15.6%
White	83.0%	88.8%	84.4%
<b>Age</b>	<b>N = 13,467</b>	<b>N = 4,270</b>	<b>N = 18,545</b>
Less than 18 years old	1.1%	1.4%	1.4%
18 - 24 years old	18.7%	17.4%	18.7%
25 - 34 years old	26.8%	23.7%	25.9%
35 - 44 years old	21.8%	21.2%	21.4%
45 years and older	31.6%	36.4%	32.5%
<b>Education</b>	<b>N = 13,113</b>	<b>N = 4,150</b>	<b>N = 17,412</b>
Did not graduate high school	19.9%	20.5%	20.0%
High school graduate	35.3%	37.3%	35.8%
Some college/vocational school	33.7%	33.3%	33.6%
College graduate	11.0%	8.8%	10.6%
<b>Caller Type</b>	<b>N = 13,653</b>	<b>N = 4,325</b>	<b>N = 20,068</b>
General Information	1.9%	2.5%	7.0%
Health care provider	0.6%	0.9%	2.0%
Tobacco user	97.4%	96.6%	90.9%
<b>Payer Type</b>	<b>N = 11,325</b>	<b>N = 3,563</b>	<b>N = 15,088</b>
Insured	36.3%	38.8%	37.1%
Uninsured	35.5%	33.9%	35.1%
Medicaid	28.2%	27.4%	27.8%
<b>Heard About</b>	<b>N = 11,251</b>	<b>N = 3,598</b>	<b>N = 15,711</b>
Past caller <sup>2</sup>	11.3%	9.9%	10.5%
Employer/worksites	1.5%	1.6%	1.7%
Health care provider	23.5%	25.8%	24.1%
Television	11.7%	10.2%	11.6%
Outdoor advertisement (billboard/bus/wall)	2.8%	1.3%	2.6%
Targeted mailing	0.1%	0.0%	0.1%
Great Start	0.1%	0.3%	0.2%
Radio	4.1%	3.1%	4.0%
Newspaper/Magazine	1.1%	2.4%	1.5%
Brochure/Newsletter	5.4%	6.5%	5.9%
Family or friend	32.8%	31.8%	32.0%
Health Department	4.2%	5.0%	4.3%
School	1.4%	2.1%	1.6%

\*Urban/Non-Urban designations using the Rural-Urban  
Commuting Area (RUCA) codes - <http://www.doh.wa.gov/Data/Guidelines/RuralUrban.htm>

<sup>1</sup> State calls include county "Missing"

<sup>2</sup> Data not available for October -December 2005